

## IN THE CLAIMS

Please amend the claims as follows.

Claims 1-15 (cancel)

16.(new) An advertising device for use in darkened conditions which includes a body with a luminescent material which emits a visible advertising or promotional message independently of any electrical power supply being connected thereto.

17. (new) An advertising device according to claim 16 in which the luminescent material is more specifically a photo luminescent material.

18. (new) An advertising device according to claim 16 which includes a clamp for attaching the body to a holder.

19. (new) An advertising device according to claim 18 wherein the clamp, in use, is mounted on a seat arm-rest.

20. (new) An advertising device according to claim 16 wherein the luminescent material is on a substrate which is securable to the body.

21. (new) An advertising device according to claim 20 wherein the substrate is a flexible sheet material which is adhesively secured to the body.

22. (new) An advertising device according to claim 20 wherein the luminescent material is applied to a surface of the substrate using a process selected from the

following: a printing process; a spray application; a vacuum or electrostatic mist application; silk screening; impregnation of the substrate.

23. (new) An advertising device according to claim 16 which includes a cover over the luminescent material through which the message is viewed.

24. (new) An advertising device according to claim 23 wherein the cover is detachably engaged with the body.

25. (new) An advertising device according to claim 23 wherein the cover is transparent or translucent.

26. (new) An advertising device according to claim 25 wherein the cover is given a colour cast to modify the colour of the message.

27. (new) A method of advertising in darkened conditions which includes the steps of storing energy in a luminescent material by exposing the material to electromagnetic radiation, and thereafter allowing the luminescent material to emit a visible advertising or promotional message in darkened conditions without an electrical power supply being connected to the material.

28. (new) A method according to claim 27 which includes the step of placing the luminescent material on a container.

29. (new) A method according to claim 27 which includes the step of placing the luminescent material on a holder for a container.

30. (new) A method according to claim 27 which includes the step of placing a cover over the material to form the message.